

## CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

and:

**Mentzer Media**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**

<u>Contract / Revision</u> 572287 /		<u>Alt Order #</u> 07901183
<u>Product</u> AMER FOR PROS 60'S		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u> //394
<u>Advertiser</u> Americans For Prosperity		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
1	3	09/04/12	09/09/12	Newschannel 3 News	6-7am		1:00			NM	4	\$2,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$730.00			
2	3	09/04/12	09/09/12	CBS This Morning	7-9a		1:00			NM	4	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$560.00			
3	3	09/04/12	09/09/12	NewsCha 3 News First @ 4p	358-5pm		1:00			NM	4	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$560.00			
4	3	09/04/12	09/09/12	Newschannel 3 News	5-530pm		1:00			NM	4	\$3,720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$930.00			
5	3	09/04/12	09/09/12	Newschannel 3 News	530-6pm		1:00			NM	4	\$3,480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$870.00			
6	3	09/04/12	09/09/12	Newschannel 3 News	6-630pm		1:00			NM	4	\$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$1,010.00			
7	3	09/04/12	09/09/12	7-730pm	7-730pm		1:00			NM	4	\$4,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$1,170.00			
8	3	09/04/12	09/09/12	The Insider	730p-8pm		1:00			NM	4	\$4,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$1,110.00			
9	3	09/04/12	09/09/12	Late News (M-F)	11-1135p		1:00			NM	6	\$9,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-2211--				6	\$1,520.00			
10	3	09/04/12	09/09/12	Late Night with David Letterman	1135pm-1235am		1:00			NM	4	\$1,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$470.00			
11	3	09/04/12	09/04/12	NCIS	8-9pm		1:00			NM	1	\$4,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$4,120.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
572287 /	07901183

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/10/12	AMER FOR PROS 60'S	//394

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans For Prosperity	08/31/12 / 08/31/12

www.wtkr.com

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
												Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
12	3	09/04/12	09/04/12	Tuesday Prime	9-10pm		1:00			NM	1	\$3,570.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-T-----				1	\$3,570.00				
13	3	09/04/12	09/04/12	Tuesday Prime	10-11pm		1:00			NM	1	\$2,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-T-----				1	\$2,750.00				
14	3	09/05/12	09/05/12	Wednesday Prime	9-10pm		1:00			NM	1	\$3,850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	--W----				1	\$3,850.00				
15	3	09/04/12	09/09/12	Wednesday Prime	10-11pm		1:00			NM	1	\$2,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	--W----				1	\$2,750.00				
16	3	09/04/12	09/09/12	Thursday Prime	9-10pm		1:00			NM	1	\$3,850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	---T---				1	\$3,850.00				
17	3	09/06/12	09/06/12	Thursday Prime	10-11pm		1:00			NM	1	\$3,570.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	---T---				1	\$3,570.00				
18	3	09/07/12	09/07/12	Friday Prime	10-11pm		1:00			NM	1	\$2,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	----F--				1	\$2,750.00				
19	3	09/08/12	09/08/12	Newschannel 3 News	6-630pm		1:00			NM	1	\$340.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-----S-				1	\$340.00				
20	3	09/08/12	09/08/12	730-8pm	730-8pm		1:00			NM	1	\$270.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-----S-				1	\$270.00				
21	3	09/08/12	09/08/12	Saturday Prime	9-10pm		1:00			NM	1	\$1,110.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-----S-				1	\$1,110.00				
22	3	09/08/12	09/08/12	Saturday Prime	10-11pm		1:00			NM	1	\$1,660.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-----S-				1	\$1,660.00				
23	3	09/04/12	09/09/12	Late News (Sa-Su)	11-1135p		1:00			NM	2	\$2,060.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-----11				2	\$1,030.00				
24	3	09/09/12	09/09/12	CBS Sunday Morning	9-1030am		1:00			NM	1	\$970.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-----S				1	\$970.00				
25	3	09/09/12	09/09/12	Face the Nation	1030-11am		1:00			NM	1	\$1,110.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-----S				1	\$1,110.00				
26	3	09/09/12	09/09/12	Sunday Prime	7-8pm		1:00			NM	1	\$3,570.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-----S				1	\$3,570.00				
27	3	09/09/12	09/09/12	Sunday Prime	10-11pm		1:00			NM	1	\$2,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	-----S				1	\$2,750.00				
28	3	09/09/12	09/09/12	1135pm-1205am	1135pm-1205am		1:00			NM	1	\$420.00	

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$420.00			
29	3	09/10/12	09/10/12	Newschannel 3 News	6-7am		1:00			NM	1	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$730.00			
30	3	09/10/12	09/10/12	CBS This Morning	7-9a		1:00			NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$560.00			
31	3	09/10/12	09/10/12	NewsCha 3 News First @ 4p	358-5pm		1:00			NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$560.00			
32	3	09/10/12	09/10/12	Newschannel 3 News	5-530pm		1:00			NM	1	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$930.00			
33	3	09/10/12	09/10/12	Newschannel 3 News	530-6pm		1:00			NM	1	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$870.00			
34	3	09/10/12	09/10/12	Newschannel 3 News	6-630pm		1:00			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,010.00			
35	3	09/10/12	09/10/12	7-730pm	7-730pm		1:00			NM	1	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,170.00			
36	3	09/10/12	09/10/12	The Insider	730p-8pm		1:00			NM	1	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,110.00			
37	3	09/10/12	09/10/12	Late News (M-F)	11-1135p		1:00			NM	1	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,520.00			
38	3	09/10/12	09/10/12	Late Night with David Letterman	1135pm-1235am		1:00			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$470.00			
Totals											71	\$89,160.00

Time Period	# of Spots	Gross Amount	Net Amount
8/27/12 - 09/10/12	71	\$89,160.00	\$75,786.00
<b>Totals</b>	<b>71</b>	<b>\$89,160.00</b>	<b>\$75,786.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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